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September 30, 2009

Robert W. Healy
City Manager
City Hall
Cambridge, MA 02139

Re: *Awaiting Report No. 09-100 Re Report on Whether the City Regulates Mobile
Billboard Use in the City*

Dear Mr. Healy:

By Council Policy Order Resolution O-22 of July 27, 2009, the City Council asked "whether the City regulates mobile billboard use in the City." I understand a mobile billboard to be a sign attached to a motor vehicle or other vehicle, including a trailer, when the primary purpose of the vehicle having the sign attached is advertising.

Cambridge Traffic Regulation Sec.14.5(a) regulates mobile billboards that are parked on a road. It provides: "No person shall park a vehicle upon any roadway for the principal purpose of: (a) Displaying such vehicle for sale, or for the sole purpose of displaying advertising signs." I am advised that this regulation is enforced regularly by the Traffic, Parking and Transportation Department. The Traffic Regulations do not otherwise address mobile billboards.

Other than Traffic Regulation Sec.14.5, the City does not regulate mobile billboards by ordinance or regulation. I have confirmed with both the License Commission and Inspectional Services that neither regulates mobile billboards.

Very truly yours,

Donald A. Drisdell